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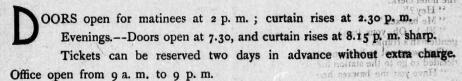
WOL

First-class in all Appointments

SPECIAL RATES FOR COMPANIES

OHAB. W. DAVIS,

## Read and Reflect.



Seats can be secured by mail, telegraph or telephone. Telephone 732.

Seats ordered by Telephone or in Person, and not called for by 7.30 o'clock on the night of performance, will then be sold to avoid loss to the Theatre.

Physicians are requested to register at the Box Office, leaving seat number, as this will enable Ushers to find them, if called for, without disturbing the audience.

Children in arms not admitted to evening performances. Children three years old or over, full price.

Patrons will confer a favor by reporting to the management an incivility or inattention on the part of the employees, and annoyances of any nature.

If the individual members of an audience would stop to think for just an instant, they would undoubtedly appreciate the fact that the habit of rising from their seat and leaving the theatre before the curtain falls, is a most annoying one, and one that should be stopped. We therefore beg our audiences to kindly remain in their seats until the close of the performance.

Electric Cars will be waiting on Richmond St. for all parts of the City, at the close of each performance.

Carriages can be ordered at the Box Office or of the Chief Usher.

For all lost articles, apply at Box Office.

It is strange, but there is a class of people that seem to take an intense delight in bespattering the floor with tobacco juice, and in being boisterous and using profane language. These people should know at once that the courts authorize their immediate expulsion, should the management see fit to exercise its rights.

### A LUMINOUS ROMANCE.

The brilliant career of two Western girls, with its rather lurid termination, has been outlined as follows:

An Iowa woman has named her twin daughters Gasoline and Kerosene. The old man's name is probably Pete-Roleum. We hope the babies will grow up a par-a-

The man who marries into that family will strike oil, but we fear sparking in the im-mediate neighborhood of the girls would be a

very dangerous pastime.

Later:—A man named Naphtha popped to one of the girls, and he hasn't benzine since.

#### HIS "BRAWSES."

The convenience and safety incident to the American system of checking baggage is not at once appreciated by all foreigners. The Englishman told about in the Chicago Tribune, however, meant to have kept his checks safe, at all hazards.

"Have me bawxes arrived?" he said to

the hotel clerk.
"Hey?"

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"Me bawxes."

"Eh! Oh, your trunks. Front, find the gentleman's trunks!"

They were not to be found, and their owner decided to go to the station for them himself.

"Have you me bawxes here?" he said to the agent.
" Huh?"

" Me bawxes."

TISING BOUND LINES

"Trunks, d'ye mean? Let's see yer checks."

"Me checks! checks!" was the puzzled answer. "Bless me stars! Cawn't understand! I—"

"I want your trunk checks. Here, these

things," explained the agent, showing a check.
"Oh, it's me brawses you want? I locked
them in me bawxes. I'll have to get me bawxes first."

"Well, that beats my time!" ejaculated the baggageman. "Oh yes, certainly, I'll find 'em," and he did.

#### A REMARKABLE CHANCE.

MORTIFICATION usually follows so closely upon the heels of deception, one would think that men would hesitate much more than they seem to before bringing down upon themselves such an uncomfortable reward. But many are still courting humiliation by much the same methods as those of the artist in this instance :-

A Hungarian peasant went to a Munich painter and asked him to paint the portrait of his mother.

"Certainly," said the painter; "send her

"But she is dead; if she was alive I wouldn't want her portrait."

"Well, have you any picture of her?"
"No; if I had I wouldn't want one."

"Well, my friend, describe her to me; what sort of eyes, hair, etc.?"

He secured that, and appealing to his artist friends who had some Hungarian studies, he painted a head. Secreting his friends about the room, he sent for the peasant. The man came, looked at the picture, his eyes filled with tears; he put up his hand to wipe them

away.
"Poor fellow," said the artist, patting him on the back. "It is a good likeness, then, it affects you so much?"
"No," said the man. "Poor mother! to have only been dead six months, and

looks like that!

#### NO USE WISHING.

Some waste their time longing for the unattainable, and others waste theirs longing for that which might easily be attained with a very slight effort on their part. Both classes of "longers" are foolish. What's the use in wishing in either case? Here is a girl who

understood this perfectly:—
"You see," he explained to the ingenuous young thing as he showed her the wishbone, you take hold here and I'll take hold here. Then we must both make a wish and pull, and when it breaks, the one who has the biggest piece of it will have his or her wish sometime."

"But I don't know what to wish for," she

protested.
"Oh, you can think of something," he

"No, I can't," she replied, "I can't think of anything I want very much."

"But we mustn't spoil the fun that way," he exclaimed, "I'll wish for you."

"Will you, really?" she asked.

"Why, yes, if you can't"-"Well, then, there's no use fooling with the old wishbone," she interrupted, with a glad smile. "You can have me."

Walking Delegate: "Yez must shtop doin' thot work unless yez hov a card signed by th' Supreme Exalted Grand Master av th'

Mulcahey: "But it's me wife's wood, misther.'

Walking Delegate: "I can't help that. Lave off!

Muleahey: "Faith, Oi'll not. Oi'm ready to tackle yure Suprame Exalted Grand Masther, but when it comes to a l'ree-hundredpound woman wid rid hair, Oi'm not in it!"

Little Nell: "What's the matter?"

Little Dick: "Pop caught me smoking an' he's going to lick me."
"When?"

"Quick as he gets through smoking."

THE majority of advertisers fail chiefly because they are timid,

GOODS advertised with posters are half sold—any salesman can finish the

DR. BEEMAN, proprietor of the pepsin chewing gum bearing his name, has gone beyond the point of theory in poster advertising to such an extent that he is spending \$150,000 in putting up great, big, overpowering, convincing arguments—arguments that are run against whenever one turns about.

THE NEW YORK JOURNAL is spending about \$2,000 a month in poster and other out-door advertising. As a result, it is stated on good authority, that they have been unable to print the number of copies ordered.

""MONEY TALKS' never more forcibly nor more profitably than when properly invested in the right kind of posters.

The poster speaks to everyone to prince and pauper, to banker and laborer.

The poet and peasant, the gay and sad, the ignorant and educated, the high and low, the rich and poor, all without distinction of race, class or condition, individually and collectively, are brought under its magic sway."—Alf. Ringling, in the American Bill Poster.

THE CENTURY, New York, offers three prizes of \$125, \$75 and \$50 for the three best designs for a poster advertising the mid-summer number. Why don't some of our Canadian artists make an effort to capture the coin?

THE NEW YORK WORLD offers \$100.00 for the best poster design, advertising their Sunday issue.

The value of the displayed poster for advertising purposes to-day is so thoroughly recognized in all kinds of business that not to use them is to lose trade.

THERE are over 6000 poster collectors in the United States. Canada has about 1000.

PLAIN, pertinent, prominent posters properly posted, publicly proclaim princely possibilities. If plain, they quickly catch the eye; if pertinent, they make an impression; if prominent, they attract attention. The positive proof of the princely possibilities is best evidenced by those who have made a success of their business.—H. L. Pierce, in American Bill Poster.

THE circulation of an attractive poster is the total population of the town.



C. J. WHITNEY, Lessee.

A. E. ROOTE, Manager.

> IPIROGIRALIVITE K

WEDNESDAY, APRIL 8th.

Engagement of .....

# MADAME SARAH BERNHARDT

(Direction of ABBY, SCHOEFFEL & GRAU),

And her Complete Company, together with all Scenery, Costumes and Appointments.

FROM THE THEATRE DE LA RENAISSANCE, PARIS, .... PRESENTING ....

## "LA TOSCA."

Drame en 5 Acts et 6 Tableaux de M. VICTORIEN SARDOU.

PROGRAMME-Continued on Page 7.

## THE NEXT ACT!

### ASK OUR ASSISTANCE

When you are arranging to give a Banquet,
Dinner, Reception, or Afternoon Tea.

E have a large variety of our manufactured Creams, Taffies and Cream Wafers.

Try our ANGEL FOOD.

## BRADFORD & HODGINS,

194 Dundas St.

(Successors to A. Bradford.)

CONFECTIONERS.

TELEPHONE 546.

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## BICYCLES ILD

We handle highest grade wheels only.
We can save you at least 15 per cent.
We guarantee every machine to be as represented.

We will replace FREE any defective part.

There are scores of good Bicycles on the Market,

## OURS ARE AS COOD AS THE BEST ....

We cannot say more and be honest.

When you buy and wherever you buy, be careful you don't pay "too much." Our Terms Are Cash.

### CASH CYCLE STORE,

(Successors to Carroll & Co.), 237 DUNDAS STREET, London, Ont.

#### NEEDED IN EITHER CASE, PERHAPS.

"A sailor going to sea, his wife desires the prayers of the congregation for his safety." Such was the message as given to the parson. It was read out in church like this:—"A sailor going to see his wife, desires the prayers of the congregation for his safety."

#### DILUTED AFFECTION.

"When you say I do not love you as much as I did," explained the young husband, "you do me an injustice. You must remember, my dear, that the amount of love I used to condense into a once a-week visit now has to do for the whole seven days."

#### INCULCATING HEROISM.

"There, there?" said Mrs. Blue-Myrth, picking up her little boy, who had "stubbed" his toe. "Don't cry. Be a man, fike mamma."

Miss Coygirl—"Jack Softleigh told me last night that I ought to accept him, because he was willing to prove his love for me." Her Friend—"What did you say?" Miss Coygirl—"I said I couldn't see it in that light." Her Friend—"Then what did he say?" Miss Coygirl—"Nothing. He just turned the light out."

Joseph
Dambra,
Merchant
Toilon

NEW GOODS. LATEST STYLES.

262½ DUNDAS STREET,

London, Ontario.

See Our=

## Great \$2.00 Hat

For Spring.

LATEST STIFFS AND FEDORAS—ALL SHADES.

## GRAHAM BROS.

HATTERS AND FURNISHERS.

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LONDON.

PROGRAMME-Continued from Fage 5.

### CAST OF CHARACTERS.

MME	. SARAH BERNHARDT	FLORIA TOSCA
	Deval	
Cash	Angelo	Angelotti
en, ont	Deneubourg	
	Chameroy	Attavanti
	Lacroix	Eusebe
	Jean Dara	Trevilhac
	Bruniere	Trivulce
	Castelli	Spoletta
	Piron	Schiarrone
	Ramy	Capreola
	Gerard	Un Sergent
	Colon	Le Procureur

PROGRAMME-Continued on Page 9.

## Johnston's

STYLISH FOOTWEAR

198 DUNDAS STREET.

TRUNKS, VALISES, PURSES, ETC.

SKATE STRAPS, 5C.



## W. T. STRONG, IID

and and and

184 Dundas Street....

# SPENSING

HEADQUARTERS FOR STRONG'S BAKING POWDER.

#### SCIENTIFIC ITEM.

Hicks-The firefly strikes a spark by

rubbing its wings together.
Dickson—Um! What you might call a fire caused by a defective flew.

#### WHY THEY WERE THERE.

An interesting conversation in a certain judicial house of detention is given as follows in Kate Field's Washington:

"I am here, gentlemen," explained the pickpocket to his follow-prisoners, "as the

result of a moment of abstraction."
"And I," said the incendiary, "because of an unfortunate habit of making light of things."

"And I," chimed in the forger, "on account of a simple desire to make a name for myself."

"And I," added the burglar, "through nothing but taking advantage of an opening which offered in a large mercantile establish-ment uptown." But here the warden But here the warden separated them.

Stoves, Ranges, ....and....

House\_ Furnishings.

WE SOLICIT YOUR PATRONAGE.

362 RICHMOND STREET,

Phone 452. LONDON, ONT.

"Piano Manufacturers to Her Majesty the Queen of England."

THE

R. S. WILLIAMS' SONS CO. (Limited).

ARE PRONOUNCED

"The Piano" par excellence by the most severe critics in Canada. A visit to the warerooms of the London Branch will convince the most skeptical that perfection in every detail has been reached.

Prices and Terms Most Reasonable

## Sheet Music and Musical Instruments

OF EVERY DESCRIPTION CONSTANTLY IN STOCK.

Warerooms: 171 DUNDAS ST.

J. A. CRODEN, Manager,

## GILT EDGE NEW SPRING

UP-TO-DATE IN VARIETY AND FINISH.

CALL AND SEE

A. SLATER,

MERCHANT TAILOR.

CORNER RICHMOND AND CARLING STREETS.

PRICES, STYLE AND GOODS RIGHT.

PROGRAMME-Continued from Page 7.

M. VICTOR MERLE,

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Stage Director.

Books of all of Mme. Bernhardt's plays can be had of the ushers.

PROGRAMME-Continued on Page 11.

MARRIAGE LICENSES, etnemus WEDDING RINGS,

AND OPERA GLASSES FROM

402 RICHMOND

THOS. GILLEAN,

RANK GOOPER.

....Artistic Photographer.



See his "Carbonetts," the Latest and Best Invention in Modern Photography.

STUDIO: OVER 189, 171 and 173 DUNDAS STREET.

#### **VISITORS** TO THE .....



& SONS. **Dundas Street.** 

#### A DOUBTFUL COMPLIMENT.

Mrs. Asher —How do you like our table? New Boarder-I was just thinking how little there was left to be desired.

"So you are having your house redecorated, Mr. Hawkins?" "Yes; the workmen began last week." "Are you making radical changes?" "Yes—very." "What is to be the main feature of the new house?" "You—if you'll consent."

#### ON THE BOWERY.

Customer (in a restaurant)-Bring one Welsh rarebit and an order of pig's feet.
Waiter (through slide)—One Taffy on a
doorstep, one Trilby from the rooter!

#### SHE HAD REVENGE.

As soon as closed the final scene Of each act he withdrew-In brief, went out the act between To see a man he knew. No tears adown her fair cheeks ran; She donned her sweetest smile, And flirted with another man Who sat across the aisle. -New York Press.

## A. SCREATON & CO.

## RDERED -OTHING!

## Perhaps You Didn't Know

THAT WE CARRY

ONE OF THE FINEST STOCKS OF

## SUITINGS @ OVERCOATINGS

IN LONDON.

WE DO, and can make them up as they ought to be made—that means to fit weil, to look nobby, and made for a reasonable price.

## A. SCREATON & Co.

134 DUNDAS STREET AND 135 CARLING STREET.

LONDON. - ONTARIO

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## O.B.Graves,

NEW GOOD8:

Wall Paper,
Picture Frames,
Window Shades
and......
Fringes to Match.

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## Parisian Steam Laundry

73 & 75 DUNDAS STREET.

LAUNDRY WORK TRANSFERRED FREE ... to and from ...

Toronto, Hamilton, Woodstock, Windsor, Sarnia, Ottawa, Barrie, Chatham, Ingersell, St. Thomas, Stratford, Peterboro.

Telephone 559. J.

J. K. SPRY, Manager.

PROGRAMME—Continued from Page 9.

During the evening, incidental to the stage performance, the ORCHESTRA of the Grand
Opera House, under the direction of FRED. L. EVANS, will
perform the following selections:

Overture—"Poet and Peasant".

MARCH—"Kameka".

Zylophone Solo—"Cameo Polka".

Muller

Galor—"Salut".

Lumbye

The above Programme subject to transposition.

\*\* N. B.—The Orchestra at the Grand Opera House may be secured for engagements outside the theatre, by applying at or addressing the Box Office.

## THE GERHARD HEINTZMAN PIANO

O-USED IN THIS OPERA HOUSE WAS SUPPLIED BY-

Warerooms: 229 Dundas St., London. -:- W. MCPHILLIPS.

### ELECTRIC CARS WAITING OUTSIDE.

8IR WALTER RALEIGH, history says, is quite entitled to our praise As being first to introducc Tobacco for our present use. He gave it to society Without the least anxiety, But since 8ir Walter had his day A few long centuries away, improvement has kept pace with need in making up the fragrant weed. Cigais, 6f oburse, are very oid, in gold, And some were worth their weight in gold, But none you can purchase near or far Are better than VARIETION or GRAND OPERA CIGAR. Its aromatic smell is nice,

JOE NOLAN,
OPERA CIGAR STORE. MASONIC TEMPLE.

Any person or firm who is desirous of creating a quick demand for his or their wares, should use posters in preference to all other avenues of publicity. Nothing is one half so prompt. Proof of this fact is found in the fact that circus and theatrical managers have learned through years of experience that they bring a response that is almost instantaneous. For this reason itinerant organizations rely upon them almost to the entire exclusion of all other forms of advertising, save distributing matter.

If you want to advertise anything anywhere at any time, and desire to procure maximum results at minimum outlay, use the billboards.



ON'T put off for to-morrow the Coal you ought to order to-day.

It may snow—the cold snap's coming!

BOWMAN & CO.

PROGRAMME—Concluded.

NEXT ATTRACTION.

APRIL 14.

Special Engagement of the Phenomenal Soprano,

## MISS ELLEN BEACH YAW IN GRAND CONCERT.

MR. MAXIMILLIAN DICK, Violinist; MISS GEORGIELLA LAY, Pianiste.

> PRICES-First Floor, \$1.50; Balcony, \$1.00; Gallery, 50c. SALE SEATS OPENS MONDAY, 9 A. M., APRIL 13th.

## THE LONDON STREET RAILWAY CO.

Will supply special Cars for Evening Parties, Theatre, Etc., at reasonable rates. Apply for rates.

TELEPHONE 605.

C. E. A. CARR,

## A New Wrinkle in Photography.

Sol Superseded.—Time An lated.

By an entirely novel metho f artificial illumination,

#### MR. JOHN **NICHOLSON**

the Photographer, of

#### 521 RICHMOND ST., CITY,

is prepared to make views at your own home of Wedding Parties, Receptions, Theatrical Groups, Society Entertainments, and Individual Portraits, just as well as if done in a well-appointed Studio, with the additional advantage of home surroundings.

The apparatus used is cleanly in the extreme, causes neither strangling smoke, obnoxious fumes, nor disagreeable dust, which facts Mr. Nicholson will be pleased to demonstrate to all who honor him with a call at the above address.



WHEN YOU HAVE

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Lithographing, Bill Posting. Distributing. Country Work, or Advertising

> Of any kind to do, Don't forget the

自山田 POSTING AGENCY

#### TOMMY'S BREAK.

(From Puck.)

I got fired from Sunday-school
Week before last. I don't care! Never liked it, anyhow-Wasn't any fun down there.

Teacher asked who Samson was-S'pose I made a bad mistake-But I told her what I thought: Samson was a bloomin' fake.

Judge-Name? Prisoner-Smith. Occupation? Prisoner-Locksmith. Judge -Officer, locksmith up.

#### SHE OUGHT TO.

Tagleigh-That girl dresses out of sight,

Wagleigh-Of course she does. Where would you have her dress?

Flossie - Mamma, tan I have a new dollie? Mamma-No! Your doll is just as good

Flossie—Well I'se dest as dood as new, but Dod dave 'oo another little dirl.

First horse-"Well, they took poor old Dobbin to the slaughter-house to-day." Second horse—' Tnat's too bad." First horse—"It is bad, but worse remains. They mean to make his hide into bicycle-saddles.'

We never knew a man who could not bear another's misfortunes perfectly like a Christian.

BE SURE AND SEE THE

124 Dundas St.

IGURES

VISITORS to the City will see in our Show Rooms the Largest and Most Elegant Array of

Parlor Dining-Room Library AND ....

Chamber

WEST OF TORONTO.

(Freight Prepaid on all Shipments.)



## Long Walst, Gorrect Shape, Best Material,

Combined with the best filling in the world, makes the "Featherbone Corset" unequalled.

### TRY A PAIR



## Speaking about Tragedy!

There have been several narrow escapes in London recently.

### A Broken Plank

was the cause. You possibly have a poor stretch of walk in front of your premises. Our Telephone No. is 653.

## And Lumber is Cheap.

Before you place an order for Inside Finishing, remember that we have an elegantly equipped factory and a great reputation on that class of work.

### **GEO. H. BELTON**

Lumber Yard,

YORK STREET.

"War," said the lecturing philanthropist,
"is a horrible evil. The warrior is a survival
of barbarism—What's that! A drum! Soldiers
coming!! Open the window. I want to see
them."—Boston Transcript.

Patrons of this Theatre will confer a favor by reporting any discourtesy on the part of employees, to A. E. ROOTE, Manager.

Parties finding lost articles in any portion of the theatre will please leave them at the Ticket Office.

Parties losing any articles in this Theatre will please inquire at the Box Office.

### Harry McKenna,

DEALER I

### Phoice GOBACCONIST'S Goods.

ALWAYS OPEN AFTER THE OPERA.

225 DUNDAS ST. RETAIL AND WHOLESALE

#### SAVING.

"I much commend Jeanette and John,
Their thrift could never be outdone,
Though twenty chairs are in the room,
Night after night they use but one,"
—Boston Budget.

#### UNNECESSARY.

"In popping the question, he did prefer
To do it in manner firm and steady;
He did not go on his knees to her—
For she was on his knees already."

#### ACCOUNTED FOR.

Foot Tighes—" Hungry! Dere's an appetizing odor about you dat reminds me of the roast goose of me childhood. Hev you hed any?"

Hungry Hawkes—" Nope! But I slep' in an onion bed last night."

This Space is for Sale. Try it.

You will be benefited and
want more.

ONE ON WOMAN.

Oh, woman, lovely woman, were it not for thee, Man, indeed would have a fit and die from apathy.

Thou art fair as the lily, and beauteous as the rose,

For, coming down to beauty, you're in it, "I'll tell you those."

Oh, woman, lovely woman, thy charms are ever great,

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Thou dost keep the men all guessing sometimes at a lively rate,

How often hast thou caught them with thy smile so fair to see,

Oh, woman, lovely woman, come, wilt "smile with me?"

Oh, woman, lovely woman, chief attraction—nay, saye one,

And that one is our office, where the finest Printing's done.

Our printing is par excellence in quality, and the price,

When you see the work we do you'll say "It don't cut ice."

Oh, woman, lovely woman, thy influence with

Has always held full sway e'er since the world began.

Exert it in a profitable way o'er fathers, lovers and brothers,

And tell them when they printing want—forget that "there are others."

Then woman, lovely woman, thou hast not lived in vain,

Pleasant day to morrow, if indeed it does not rain We'll sing your praises truly, your charms both rich and rare.

Some day you'll have a harp and wings, and go "up in the air."

PRINTERS. LITHOGRAPHERS. ENGRAVERS.

The London
Printing and Lithographing
Go'v. PHINTING AND LITHG.

OFFICE, BEST W

OFFICE, BEST WORK
"FREE PRESS" AT MODERATE
BUILDING. PRICES.

WE call the attention of our busin men to the "Program" as an advertising medium. It reaches the class of people whose trade you want, and the way to get that trade is to make yourself known.

# BELTON & ROOTE Bill Posting Distributing

General Advertising Agents.

Control all the Bill Boards and Dead Wall's throughout the City. Population of City, 40,000.

All orders for Bill Posting, Distributing, Card Tacking, and General Advertising for Western Ontario will receive prompt attention.

OFFICE: BOX OFFICE, OPERA

He—"I'd like a flower in my coat when I go." She—"I'll put it in now."

"Going to take your family abroad, Hicks?"
"Yep." "Where do you expect to be in August?" "In bankruptcy."

Wife—"What do you think of Bridget's cooking?" Husband—"I think if she tried to boil water she'd burn it."

She (reproachfully)—"You said you would die for me." He (stiffly)—"I was referring to my whiskers, madam."

"Say, guide, what does that memorial stone commemorate?" "I put it there. It is apon that spot where a tourist once gave me five marks."

Painter (to his model)—"Now you can rest a bit while I paint in the background." Peasant woman (bashfully)—"Ach, then I suppose I shall have to turn round."



THE ARTISTIC STANDARD OF CANADA.

NOT CHEAP, BUT



The Musical Quality of Tone, the Feeling of the Action, and its susceptibility for producing extreme Pianissimo and Fortissimo Effects, and Its Noble Design, all contribute to Its Undoubted Superiority. This is apparent to any musician who gives the piano a critical test.

## A FEW HAPPY PURCHASERS OF "BELL" INSTRUMENTS:



H. R. H. THE PRINCESS LOUISE.
H. E. THE MARQUIS OF LANSDOWNE.
RT. HON. MARQUIS OF DUFFERIN & AVA.
H. M. THE KING OF HOLLAND.
H. M. THE QUEEN OF ITALY.
THE MIKADO OF JAPAN.
SIR JOHN STAINER, Mus. Doc., London, Eng.
MADAME ADELINA DATEL MICOLINA

AND NEARLY 80,000 OTHERS.

We know we have the "IDEAL," and invite your inspection of it.

## The Bell Piano Co., Ltd.,

MANAGER. WAREROOMS: 211 Dundas St., London.

BRANCHES IN ALL PARTS OF THE WORLD.

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